

The Fifth Estate

C 1750-1A

Broadcasting ⚡ Feb 4

The #1 rated action series in all of television.
The #1 action series among 18-49 women.
The #1 summer rerun performer in all of television.



Simon & Simon

Source: NII Season averages through week ending 1/20/85. NII Season averages through 2nd Dec. 1984 report.
NII Line: July and Aug. 1984. Subject to qualifications available on request.

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20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

54th Year 1985

Broadcasting's
Top 50
Agencies

Broadcasting Feb 4

Beer and wine advertising study proposed Coverage from RAB's Managing Sales Conference A look at the top 50 advertising agencies

ON THE BAN □ Bill is introduced that would call for study to examine if there is link between drunk driving and beer and wine broadcast advertisements. **PAGE 31.**

READY FOR ACTION □ House Telecommunications Subcommittee lineup is set. **PAGE 32.**

WATCHING AND WAITING □ Radio Marti's inability to get on air draws critical fire from Florida Senator Hawkins. **PAGE 33.**

BILLINGS BONANZA □ BROADCASTING's annual roundup of the top 50 advertising agencies in Fifth Estate billings finds Young & Rubicam and J. Walter Thompson again finishing one and two, with billings over \$1 billion. Overall, broadcast and cable billings by the top 50 climbed to \$14.4 billion, an increase of 15%. **PAGE 40.**

RADIO SALES TALK □ RAB's fifth Managing Sales Conference aims to improve local sales. Attendees are updated on beer and wine advertising ban. **PAGE 51.** Suggestions for mastering co-op sales. **PAGE 51.** Dealing with the retail problem. **PAGE 52.** Reps predict course of future activity. **PAGE 53.** Advertising agency executives take opposing positions in laying blame for problems between agencies and radio industry. **PAGE 59.**

TECHNICAL TALK □ Television stereo and component video top agenda for SMPTE gathering in San Francisco. **PAGE 60.**

REACHING OUT □ Disney chief Michael Eisner says

company must join Hollywood's creative community. **PAGE 62.**

ON TOP □ WTBS and MTV lead list of top ratings winners in cable universe. **PAGE 62.**

ENCORE □ George Watson returns to ABC News bureau chief post in Washington. Fouhy leaves to produce NBC's weekly hour-long, prime time news program. **PAGE 65.**

COURT TALK □ Supreme Court justice, John Paul Stevens, ponders question of allowing television cameras into high court. **PAGE 68.**

RATE COMMENT □ Cable industry, in comments to FCC, asks commission to minimize number of systems that would be required to have their basic rates regulated. **PAGE 69.**

INTERNATIONAL STUDY □ Orion Satellite releases study refuting Intelsat report on subsidy question. **PAGE 82.**

CONGREGATING □ National Religious Broadcasters set to open Washington convention. **PAGE 84.**

TELETEXT PARTNERSHIP □ Taft Broadcasting and Satellite Syndicated Systems offer Electra teletext service free to broadcasters and cable operators. **PAGE 85.**

HANDS-ON □ David Horowitz, president and chief executive officer of MTV Networks Inc., was chief architect of that successful programming venture. **PAGE 107.**

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Open Mike

Deja vu

EDITOR: Broadcasters received the final blow on cigarettes by the Marlboro Man; now it looks like we are going to get it again by John Madden. When will our industry ever wake up?

There is no question the broadcast industry is doing too satisfactory a job selling beer and wine. The beer and wine industry has to cool down its sometimes harsh and hard sell of its products, or it could go the way of cigarettes in the past.

I am hearing almost nothing from the beer and wine industry on all of this, and without their leadership, we are bound to lose in Congress.

I would think it would not be too far out of line for the beer and wine people to consider a small public service saying not to drink while driving. All the public service spots by broadcasters are not going to ever change the minds of Congress. If Congress does put us out of business, as they did on cigarettes, I hope this time we have enough smarts to demand that all beer and wine advertising be barred from all media.—H. Scott Killgore, KMPG(AM) Hollister, Calif.

Errata

Correct figure for total number of radio stations sold in 1984 should be 1,008, not 782, as reported in chart in Jan. 28 issue.

Gary Collins is host of Group W's syndicated *Hour Magazine*, not *PM Magazine*, as incorrectly reported in Jan. 21 issue.

The four half-hours in LBS Communications' two-hour advertiser-supported block of daytime programming are *All About Us*, *The Great Life*, *What's Hot*, *What's Not* and *Inday News*. It was incorrectly reported in the Jan. 21 issue that the fourth show in the lineup was *M.A.S.K.* In addition, *Inday* is targeted to women 25-54, not 18-49 as reported, and has a commercial inventory of 7,000 30-second spots, not 3,500, as also reported.

Lori Pinkerton, from United Stations, New York, is joining MJI Broadcasting there as director of production, not Joshua Feigenbaum, president of MJI, as incorrectly reported in "Fates & Fortunes," Jan. 28.

"Closed Circuit" of Jan. 28 should have read "Gordon Hastings is understood to be resigning as president of Katz Television Group..." and not Blair Television Group.

AM stereo dialogue

EDITOR: Stereo is not the elixir that will save AM broadcasting. It is interesting to read valid comments and observations by engineers like Doc Masoomian who try to enlighten management. Management, on the other hand, hears that AM has no bandwidth limitation, and now with stereo, we can compete with FM. Management fails to hear the complete report from engineering that says that AM receivers do not, and never will, have adequate bandwidth to detect "high fidelity." Listeners would never tolerate the 10 khz heterodynes from U.S. and Canadian stations. They certainly would not tolerate the 5 khz heterodynes from most Latin American countries at night. In order to prevent such interference it is necessary for receivers to have a narrow bandwidth, and

there goes your high fidelity.

Engineers, make sure your administration understands the total system including the receiver limitations.

Management, please listen to your engineering consultants. Try to spend as much time with the engineers as you spend with your accountant.—Arthur Thompson, manager, WFME(FM) Newark, N.J.

More helping hands

EDITOR: I read with interest your Jan. 7 article regarding the drive by KSDK(TV) to raise \$1,850 for needy St. Louis children. The vice president of WIS(AM) Columbia, S.C., noted in the Jan. 21 issue that his station raised \$7,300 and some toys for the needy in his area.

Last December, KMEX-TV Los Angeles delivered 10,000 checks totaling \$235,000 to the Red Cross for aid to the explosion victims in Mexico. One week later we raised over \$250,000 in cash, food and toys for the needy children of southern California. Our Navidad en el Barrio mini-thon, paid for entirely by KMEX-TV, has now raised over \$1 million for needy children in our area. Now,

Stay Tuned

A professional's guide to the intermedia week (Feb. 4-10)

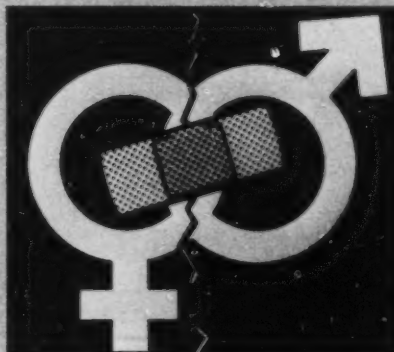
Network television □ **ABC:** *Consenting Adult* (drama), Monday 9-11 p.m.; *The Bad Seed* (horror), Thursday 8-10 p.m.; *Surviving* (drama), Sunday 8-10 p.m. **CBS:** *The Corcoran Brothers* (classic adaptation), Tuesday 9-11 p.m.; *Kojak: The Belarus File* (drama), Saturday 9-11 p.m.; *The Atlanta Child Murders* (mini-series), Sunday 8-10 p.m. **NBC:** *The Dirty Dozen: Next Mission* (drama), Monday 9-11 p.m. **PBS** (check local times): *Overdrawn at the Memory Bank* (romantic comedy-adventure), Monday 9-10:30 p.m.; *Born of Water* (drama), Monday 10:30-11 p.m.; *Discover: The World of Science* (four-part series), Wednesday 8-9 p.m.; *Gold Lust* (documentary), Wednesday 9-10 p.m.; *Arctic Window* (nature), Wednesday 10-11 p.m.; *Inside the White House* (discussion/critique), Thursday 10-10:30 p.m.; *Hands That Picked Cotton* (documentary), Friday 10-11 p.m.; *Men and Women: After the Revolution* (documentary), Sunday 10-11 p.m.

Network radio □ **PBS** (check local times): *Unsung, Unheard—Black Concert Artists in America* (profile series), Monday 10-11 p.m.

Cable □ **Arts & Entertainment:** *"Jane Eyre"* (five-part adaptation), Friday 8-9 p.m.; *Sounds Magnificent* (profile series), Friday 9-10:40 p.m.; *St. Martin's Lane* (romance), Saturday 8-9:30 p.m.; *Les Grandes Manoeuvres* (romantic comedy), Saturday 10-11:50 p.m.; *The Baltimore Lampoon* (comedy series), Sunday 11-11:30 p.m. **ESPN:** *ESPN's Sunday Night College Baseball* (weekly series), Sunday from 8 p.m. **HBO:** *So You Wanna Be A Star?* (documentary), Tuesday 2:30-3:30 p.m.; *Day to Day Affairs* (comedy sketches), Monday 10-11 p.m.; *Sexual Abuse of Children—Beyond the Secret* (documentary), Wednesday 10-11 p.m. **Lifetime:** *ABC Notebook: Teen Suicide* (prevention special), Friday 12:30-1 a.m. **The Nashville Network:** *Yesteryear in Nashville* (profile), Monday and Tuesday 11:30 p.m.-midnight.

Museum of Broadcasting □ Sports production seminar with Boone Arledge, president, ABC News and Sports, Thursday 12:30-2 p.m. **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programming, now through March 15. **Hallmark Hall of Fame:** *A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode



"Men and Women: After the Revolution" on PBS

Admarketing

Advanswers
Media
Programing

Ally & Gargano

NW Ayer

Backer &
Spielvogel

Ted Bates

BBDO

Benton &
Bowles

Bloom Cos.

Bozell & Jacobs

Leo Burnett

Campbell-
Ewald

Campbell-
Mithun

Chiat Day

Special Report

Cunningham
& Walsh

Dailey &
Associates

Dancer
Fitzgerald
Sample

D'Arcy
MacManus
Masius

Della
Femina,
Travisano &
Partners

W.B. Doner

Doyle Dane
Bernbach

William Esty

Foote, Cone
& Belding

Geers Gross

Grey

HBM Creamer

Jordan, Case
& McGrath

Kenyon &
Eckhardt

Ketchum

Kornhauser
& Calene

Laurence,
Charles
& Free

Marschalk

MCA

McCaffrey
& McCall

McCann-
Erickson

Needham,
Harper &
Steers

Ogilvy & Mather

Ohlmeyer

Rosenfeld,
Sirowitz
& Lawson

Ross Roy

Saatchi
& Saatchi
Compton

Scali,
McCabe
& Sloves

SSC&B

Tatham-Laird
& Kudner

J. Walter
Thompson

Tracy-Locke
BBDO

Waring
& LaRosa

Warwick

Wells, Rich,
Greene

Young &
Rubicam

BROADCASTING'S TOP 50 AGENCIES

Top 50 Fifth Estate agencies post 15% billings rise in '84

Topping list of biggest spenders last year was Young & Rubicam with its \$1.4 billion of radio, TV and cable advertising; total spending by all 50 was \$14.4 billion

Broadcast-cable spending in 1984 by the top 50 radio-television-cable advertising agencies climbed to more than \$14.4 billion, topping the 1983 figure by 15.2%.

In BROADCASTING's 33d annual survey, the top 50 Fifth Estate agencies allotted slightly more than \$13 billion in domestic billings to television, a gain of 17% over 1983. Radio expenditures among the 50 leading agencies reached almost \$1.5 billion, an increase of 15% over 1983. And cable investments rose from \$163 million in 1983 to more than \$281 million last year, a 73% rise.

Young & Rubicam captured first place in

the agency sweepstakes for the seventh consecutive year, registering a total of \$1,354,200,000, up from a total of \$1,090,000,000 in 1983. Y&R exceeded its 1983 combined broadcast-cable total by more than \$263 million.

In the runner-up position was J. Walter Thompson, which amassed a total of \$1,093,000,000, surpassing its 1983 figure by \$97.8 million. BBDO retained its grip on

BROADCASTING's top 50 advertising agencies

Agency	Combined broadcast-cable billings	In millions							Broadcast percent of agency's total billings	Broadcast billings % change from 1983	Last year's rank
		Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV			
1. Young & Rubicam	1,354.2	1,240.6	917.4	323.2	75.4	21.3	54.1	38.2	64	+ 24.2	1
2. J. Walter Thompson	1,093.0	1,006.3	675.6	330.7	67.5	19.2	48.3	19.2	72	+ 10.3	2
3. BBDO	844.0	733.0	430.0	303.0	95.0	30.0	65.0	16.0	60	+ 9.3	3
4. Leo Burnett	742.0	716.0	544.0	172.0	16.0	3.0	13.0	10.0	67	+ 17.4	4
5. Ogilvy & Mather	712.9	675.5	529.9	145.6	37.4	11.5	25.9	—	65	+ 28.1	5
6. Dancer Fitzgerald Sample	605.8	547.8	271.3	276.5	40.3	11.9	28.4	17.7	81	+ 15.3	6
7. Foote, Cone & Belding	575.0	491.0	282.0	209.0	67.0	11.0	56.0	17.0	78	+ 24.8	8
8. D'Arcy MacManus Masius	574.6	486.0	295.0	191.0	73.0	20.0	53.0	15.6	65	+ 27.6	10
9. Grey Advertising	549.5	498.7	349.3	149.4	30.5	2.6	27.9	20.3	59	+ 13.8	7
10. McCann-Erickson	509.1	440.0	247.4	192.6	60.1	1.6	58.5	9.0	68	+ 16.2	9
11. Doyle Dane Bernbach	427.5	387.5	244.8	142.7	26.0	1.3	24.7	14.0	49	+ 6.3	11
12. N W Ayer	396.0	348.0	258.0	90.0	46.0	26.0	20.0	2.0	61	+ 67.4	20
13. SSC&B	349.3	319.9	223.2	96.7	28.4	3.9	24.5	1.0	78	+ 19.0	15
14. Benton & Bowles	339.0	301.0	170.0	131.0	26.0	8.0	18.0	12.0	70	+ 15.3	14
15. Saatchi & Saatchi Compton	334.0	309.0	250.0	59.0	9.0	9.0	—	16.0	82	+ 5.0	12
16. Ted Bates	322.7	296.4	211.4	85.0	19.3	11.2	8.1	7.0	70	+ 17.0	17
17. William Esty	318.0	303.0	224.0	79.0	11.0	5.0	6.0	4.0	61	+ 3.2	13
18. Backer & Spielvogel	317.8	273.7	214.8	58.9	36.0	6.3	29.7	8.0	80	+ 18.3	18
19. Needham, Harper & Steers	312.7	280.2	213.0	67.2	31.5	15.4	16.1	1.0	49	+ 7.3	16
20. Wells, Rich, Greene	248.6	218.4	145.0	73.5	23.2	2.2	21.0	7.0	55	+ 25.3	21
21. Campbell-Ewald	217.5	183.2	145.5	37.7	28.7	12.9	15.8	5.5	57	- 9.4	19
22. Advansures/Media Programing	207.0	189.0	138.0	51.0	15.0	1.0	14.0	3.0	77	+ 21.6	23
23. Bozell & Jacobs	204.3	135.7	51.5	84.2	65.8	8.8	57.0	2.8	31	+ 29.0	27
24. Campbell-Mithun	180.2	156.2	54.9	101.3	24.0	2.5	21.5	—	60	+ 19.9	29
25. Tracy-Locke/BBDO	177.6	139.2	29.2	110.0	37.3	7.3	30.0	1.1	85	+ 9.9	26
26. Della Femina, Travisano & Partners	177.4	146.5	49.8	96.7	30.2	2.4	27.8	0.7	79	+ 14.0	28
27. HBM/Creamer	171.4	153.6	83.3	70.3	16.8	0.5	16.3	1.0	57	+ 0.2	22
28. Cunningham & Walsh	163.0	151.1	75.6	75.5	7.6	1.9	5.7	4.3	47	- 1.1	24
29. Marschalk	162.0	153.0	104.8	48.2	9.0	—	8.5	—	59	+ 61.6	33
30. Admarketing	146.0	139.0	—	139.0	6.9	—	6.9	0.1	83	+ 10.3	30
31. Chiat/Day	135.0	125.0	80.0	45.0	9.0	—	9.0	1.0	85	+ 69.0	40
32. Kenyon & Eckhardt	133.0	110.0	63.0	47.0	20.0	3.0	17.0	3.0	62	- 18.2	25
33. Ohlmeyer Advertising	126.0	125.0	120.0	5.0	1.0	—	1.0	—	95	+ 43.0	37
34. Scali, McCabe & Sloves	123.2	108.0	60.0	48.0	14.0	—	14.0	1.2	54	+ 43.5	38
35. Jordan, Case & McGrath	121.0	102.0	58.0	44.0	12.0	6.0	6.0	7.0	73	+ 21.0	34
36. Ketchum Communications	116.2	95.0	37.1	57.9	21.2	2.7	18.5	0.1	42	+ 22.2	35
37. W.B. Doner	108.9	83.0	7.7	75.3	25.9	1.9	24.0	0.4	67	+ 3.2	32
38. Rosenfeld, Sirowitz & Lawson	101.0	90.0	20.0	70.0	11.0	1.2	9.8	—	77	+ 9.4	36
39. Ally & Gargano	100.0	95.3	35.7	59.6	3.7	—	3.7	1.0	64	- 12.0	31
40. Dailey & Associates	100.0	87.0	67.0	21.0	12.0	0.5	11.5	1.0	65	+ 26.5	41
41. Tatham-Laird & Kudner	94.5	80.0	44.0	36.0	10.0	—	—	4.5	40	+ 32.0	44
42. Ross Roy	89.0	72.0	43.0	29.0	16.0	1.0	15.0	1.0	40	+ 71.8	49
43. Kornhauser & Calene	85.8	72.5	59.5	13.0	12.0	3.0	9.0	1.2	70	+ 4.6	39
44. MCA Advertising	80.0	75.0	40.0	35.0	2.0	—	2.0	3.0	53	+ 2.5	42
45. McCaffrey & McCall	71.1	62.3	56.1	6.2	7.2	1.4	5.8	1.6	40	- 2.8	43
46. Laurence, Charles & Free	65.0	60.0	33.0	27.0	4.0	1.0	3.0	1.0	30	+ 8.3	45
47. Warwick Advertising	55.8	50.2	42.6	7.6	5.3	3.2	2.1	0.3	41	+ 5.4	48
48. Waring & LaRosa	55.4	47.9	37.9	10.0	6.5	4.8	1.7	1.0	68	+ 2.0	47
49. Geers Gross	51.5	48.0	15.0	33.0	2.5	0.3	2.2	1.0	48	—	—
50. Bloom Cos.	50.9	31.5	4.5	27.0	19.4	3.4	16.0	—	53	—	—

third place with \$844 million in broadcast-cable expenditures, up \$72 million from 1983. Leo Burnett followed in the fourth spot with \$742 million, dwarfing the previous year's total by \$118 million.

Y&R's broadcast advance of more than \$263 million was the largest gain of the year, followed by Foote, Cone & Belding, which added \$131 million in broadcast-cable spending. Other striking increases were registered by D'Arcy MacManus Masius, up \$121 million; Leo Burnett, up \$118 million; J. Walter Thompson, up \$97.8 million, and Dancer Fitzgerald Sample, up \$80 million.

A total of 45 agencies showed billing increases while three reported declines from 1983 levels. New to the top 50 are Geers, Gross, Bloom Advertising and Saatchi & Saatchi Compton (although Compton made the list last year its merger).

Understandably the front-ranking Young & Rubicam with its enormous spending leverage was the leader in four broadcast categories: total broadcast billings, \$1.35 billion; total TV billings, \$1.24 billion; network TV billings, \$917.4 million, and biggest broadcast gain, \$263.4 million. BBDO captured the top spot in three classifications: total radio, \$95 million; network radio billings, \$30 million, and spot radio billings, \$65 million. J. Walter Thompson captured honors in spot TV billings with \$330.7 million.

Young & Rubicam was also the leader in cable TV advertising with an investment of \$38 million, up from its \$29.4 million in 1983. Second on the cable list was Grey Advertising with \$20.3 million and J. Walter Thompson came in third with \$19.2 million. And the number of agencies reporting cable expenditures was up—44 of the 50 compared to 35 the year before.

The following is an alphabetical listing of the top 50 billing broadcast-cable agencies based on their domestic figures. The figures were obtained from the agencies themselves for the most part; for others estimates were obtained from various sources.

30

Admarketing □ Broadcast-cable billings at Admarketing rose 10.3% last year (a gain of about \$13.5 million) to \$146 million. Television billings totaled \$139 million and radio billings accounted for \$6.9 million. The agency also reported cable billings of \$100,000. New accounts included C&R Clothiers, Select TV, The Disney Channel, Georgia-Pacific Household Products Division, Los Angeles Raiders, Dakota Farms Cheese and Preview, the subscription television service.

22

Advansera/Media Programing □ This Gardner subsidiary increased its broadcast-cable billings by almost 22% (\$37 million) last year for a total of \$207 million. Total TV billings came to \$189 million, while radio billings amounted to \$15 million. The agency also billed \$3 million in cable advertising. New accounts last year in-

cluded Firestone Tire & Rubber Co., Ralston Purina (new product assignments), Airwick Industries (new product assignments), Southwestern Bell, Johnson & Johnson (new products), Hollywood Brands (new product) and Pet Inc., (dairy division).

39

Ally & Gargano □ Broadcast-cable billings at Ally & Gargano declined 12% from last year to \$100 million, mostly due to its network TV accounts which dropped from \$54.8 million to \$35.7 million. It billed \$3.7 million in radio and \$1 million in cable TV. Ally & Gargano last year added accounts with Polaroid, RCA Communications, Bryan Foods Inc. and Ciba-Geigy. It left Franklin Computer.

12

NW Ayer □ The agency came off an outstanding year in broadcast-cable billings, which soared 67.4% to \$396 million. Network television expenditures showed the biggest gain, increasing by \$90.4 million to \$258 million. Spot television rose by more than \$52 million to \$90 million and network and spot radio billings gained a combined \$15.1 million to total \$46 million. Major accounts that joined the agency in 1984 were: J.C. Penney, U.S. Department of Commerce (U.S. Traveland Tourism Administration division) and Anthony Industries Inc. (Anthony Pools division). Accounts that left last year included Braniff International, Compushop Inc., Glenbrook Laboratories (a division of Sterling Drug), Sears, Roebuck & Co., NuVision Inc., Chef America (a division of Intermark Enterprises), Communi-Cor Inc. and Southern California Rapid Transit.

18

Backer & Spielvogel □ B&S increased its broadcast-cable spending by more than 18% during 1984 to \$317.8 million, up more than \$48 million. Of the total billings, television accounted for \$273.7 million, radio \$36 million and cable TV \$8 million. Major new accounts on the agency roster were James Catto & Son (Steidl's wine cooler), Miller Brewing Co. (Milwaukee's Best) and the Quaker Oats Co. (Celeste Frozen Pizza). B&S left the Sony's Betamax VCR account. Among the active radio-TV accounts during 1984 were Campbell Soup, Helene Curtis Industries, NCR Corp., Quaker Oats and Red Lobster Inns.

16

Ted Bates Advertising □ After a slightly off year in 1983 when total broadcast billings slipped 2.6% to \$275.7 million, Ted Bates bounced back in 1984, climbing 20.7% in combined broadcast-cable expenditures to \$322.7 million. Breaking it down, the agency spent \$211.4 million in network television; \$85 million in spot television; \$11.2 million in network radio; \$8.1 million in national spot radio, and \$7 million in cable. Two major accounts added in 1984 were

Anheuser-Busch and Uncle Ben's. Accounts resigned included Mobil, Beiersdorf, Duffy Mott and Rose Holland House.

3

BBDO □ Broadcast-cable billings climbed by \$72 million to \$844 million as TV spending grew by \$57 million and radio by \$5 million. BBDO took top honors in spot, network and total radio billings. The agency upped its cable investment slightly—from \$15 million in 1983 to \$16 million in 1984. During the year BBDO acquired Wisk Powder from Lever and DuPont Carpet Fibers, Cut Rite Wax Paper and Wash a Bye Baby from Scott Paper. Lost during the year were Tupperware and Firestone Tire & Rubber Co. Clients active in network and spot TV and radio were General Electric, Stroh Brewery, Gillette, Campbell Soup, Pepsi-Cola, Dodge cars and trucks, Wrigley and Black & Decker. Program sponsorships were made during 1984 by Campbell Soup Co. for *Young People's Special*; Pepsi-Cola for the *Miss America Pageant*; General Electric for the *Academy Awards*, and duPont for the *Lucille Ball Special*.

14

Benton & Bowles □ Combined broadcast-cable billings for Benton & Bowles last year rose 15.3% to \$339 million, with the bulk of that figure concentrated on television. The agency spent \$170 million in network television and \$131 million in national spot time. On the radio side, \$8 million was channeled to network and \$18 million to spot. There was also \$12 million invested in cable television—up from virtually no expenditures in the medium in 1983. A list of major accounts added during the year included Tropicana, Entenmanns, Oroweat Foods, Avco Inc. and First National Bank, Chicago. Accounts that left were Emery Worldwide, Digital Equipment and Campbell-Taggart.

50

The Bloom Cos. □ This is the first year the Dallas-based Bloom Companies made BROADCASTING's top 50 agency list. It had total TV-radio billings of \$50.9 million in 1984, 53% of its overall billings. Total TV billings came to \$31.5 million, with \$27 million earmarked to spot. Radio totaled \$19.4 million, with \$16 million in spot and the balance in network radio. It did not report any cable TV business. Bloom did not add or lose any major accounts in 1984, but it did report that Dallas-based Zales Jewelers was its principal network TV client. Other clients in spot television and spot radio included Owens Country Sausage, Fox & Jacobs (housing developer), Del Taco Restaurants, Earth Grains Breads and Amalie Refining Co.

23

Bozell & Jacobs Inc. □ Television and radio billings at Bozell were up 29% in 1984, to \$204.3 million, a gain of \$46 million. Television billings

totalled \$135.7, while radio billings totalled \$65.8 million. The agency also did \$2.8 million in cable business. Accounts added included American Stores, Beatrice Foods, Bell Helicopter, Control Data Corp., Dominion Resources Corp., Eastman Chemical Products, Firstel and Valvoline Oil Co. Accounts that left included First Bank System, Illinois Department of Commerce-Tourism and Satellite Television Corp.

4

Leo Burnett Co. □ The agency reported a hefty gain of \$118 million in billings, for a combined radio-TV-cable total of \$742 million, resulting from the acquisition of Hewlett-Packard and Kraft, plus increases in spending by a long list of established clients. No account losses were reported during the year. The agency expanded its investment in cable television to \$10 million from \$7 million in 1983. Traditionally a heavy spender in radio-TV, BBDO claimed an extensive lineup of broadcast clients in 1984 including American Bankers Association, Allstate Insurance, Beatrice Foods, Samsonite, Commonwealth-Edison, Heinz, Keebler Kellogg, Maytag, Miller Brewing, McDonald's, Nestle, Oldsmobile, Procter & Gamble, Pillsbury, RCA, Starkist, United Airlines, Union Carbide and Union Oil.

21

Campbell-Ewald □ Estimated broadcast-cable billings at Campbell-Ewald dropped 9.4% from 1983 to \$217.5 million. Television billings were down by 7.5% to \$183.2 million (\$145.5 million in network and \$37.7 million in spot) while radio billings declined by 10.3% to \$28.7 million (\$12.9 million in network and \$15.8 million in spot). Investment in cable was cut nearly in half—from \$10 million in 1983 to \$5.5 million last year.

24

Campbell-Mithun Inc. □ Broadcast billings for Campbell-Mithun Inc. were up almost 20% (\$30 million) in 1984, to \$180.2 million. Most of that came from the agency's television billings which added up to \$156.2 million, with the remainder from the radio side—\$24 million. The agency did no cable business last year. Major accounts added included Control Data Corp., SHARE Development Corp., Midway Airlines and Montgomery Ward. The agency resigned from its Republic Airlines account.

31

Chiat/Day Inc. □ The agency registered a 69% increase in broadcast-cable billings in 1984, for a total of \$135 million, with gains showing up in almost all media. TV expenditures totaled \$125

million, radio \$9 million and cable \$1 million. A long list of clients were added in 1984, including Pizza Hut, Porsche, Miller Brewing, Drexel Burnham, Integrated Resources, NYNEX, Topp's, Barneys New York, California Coolers and 3M. Accounts that left were Clairol, TDK and Holland America.

28

Cunningham & Walsh □ Combined broadcast and cable billings were off a little more than 1% at C&W in 1984, to \$163 million. Television billings for the agency totaled \$151.1 million last year, with radio advertising accounting for \$7.6 million. C&W also did \$4.3 million in cable business. Accounts added included Moët Hennessey U.S. Corp. and Souther Sports Inc. Accounts that left included Brown & Williamson Tobacco Co., LaChoy Food Products, Fireman's Fund Insurance Co. and Wrather Port Properties.

40

Dailey & Associates □ Dailey & Associates experienced a 27% increase in broadcast-cable billings in 1984 to \$100 million, with television accounting for 87%. Total television billings increased 45% to \$87 million, with network TV more than doubling to \$67 million, but spot TV was down 27% to \$21 million. Radio accounted for \$12 million in billings, with all but \$500,000 of that in spot. Cable TV accounted for \$1 million. Major new accounts added included Christian Brothers, Teleflora, Mattel, Godfather's Pizza, Peter Pan Peanut Butter, Carnation Co. and California Avocado Commission. It left Mexicana Airlines.

6

Dancer Fitzgerald Sample □ DFS added \$80 million in TV-radio billings in 1984, for a total of \$605.8 million, a jump of 15%. This increase was achieved even though DFS's broadcast share for the second straight year declined, falling to 80.8% in 1984 from 83.8% in 1983. Television billings jumped by more than \$58 million while radio expenditures increased by a comfortable \$15 million to more than \$40 million. DFS expanded its investment in cable TV by more than 50% in 1984 to \$17.4 million. New accounts and assignments obtained by the agency during the year included Popsicle Industries, Martlet Importing (Molson Golden Ale), Republic Airlines, Western Union EasyLink, Entre Computer Centers, Mazola Corn Oil, various products from the Best Foods Division of CPC International, Compris Hotel Corp. and Macmillan Book Club. Resigned during the year were Hellmann's Mayonnaise, Bridgestone Tire, Grid Systems and California Prune Board. Big broadcast spenders at DFS were Toyota, Peter Paul Cadbury, Nabisco, American Cyanamid, General Mills, Procter &

Gamble, Hanes/Leggs, Wendy's Restaurants, Blue Bell (Wrangler), Western Union and Kenner. Active in TV program sponsorships were Toyota, Beneficial Finance, Peter Paul Cadbury, Nabisco, American Cyanamid, Florida Department of Citrus, General Mills, Hanes, Procter & Gamble and Best Foods.

8

D'Arcy MacManus Masius □ For the second straight year DMM added substantially to its broadcast-cable billings, swelling its total in 1984 by \$121 million to \$574.6 million. Radio dropped by \$2 million but this was more than offset by television's increase of \$123 million (including cable television's contribution of \$15.6 million.) New advertisers to the DMM roster in 1984 included LA Beer from Anheuser-Busch, Campbell-Taggart, National Dairy Federation, Beatrice Foods and Verbatim (computer disks). Leaving D'Arcy last year were Michelob and Michelob Light. Major broadcast accounts during 1984 were Anheuser-Busch, Pontiac, Cadillac, General Motors Parts, Mars, Whirlpool, National Dairy Federation, AT&T, Florists' Transworld Delivery (FTD) and Equitable Life.

26

Della Femina, Travisano & Partners □ Combined broadcast-cable billings at Della Femina were up a respectable 14% (about \$22 million) in 1984, to \$177.4 million. Television billings totaled \$146.5 million. Radio billings totaled 30.2 million. Although not a big factor in the agency's television business, it reported cable billings of \$700,000. Accounts added included Schering-Plough, Health America Corp., Metromedia Telecommunications, National Medical Enterprises, Westinghouse Broadcasting and Cable Co., Eastman Radio, Book-of-the-Month Club and Isuzu Dealers Association. Accounts resigned included Sharp Electronics, Kapro Portable Business Computers, Continental Tire Co., and KDKA-TV Pittsburgh.

37

W.B. Doner □ This agency increased its combined broadcast-cable billings to \$109 million in 1984. Television accounted for \$83 million, while radio contributed \$25.9 million and cable \$400,000. Among the accounts it added were Little Caesar International, Vie de France, Hawaiian Host, Pick Systems, Thrifty Corp., and several regional auto dealer associations. It left the Art Van Furniture account and a regional Pizza Hut account.

11

Doyle Dane Bernbach □ Total broadcast-cable billings for the agency came to \$427.5 million—

up 6.3% over 1983. Television billings reached \$387.5 million (\$244.8 million in network and \$142.7 million in spot) while radio billings totaled \$26 million (\$1.3 million in network and \$24.7 million in spot). Doyle Dane Bernbach also spent \$14 million last year in cable. New accounts added to the agency's portfolio in 1984 were Brown & Williamson, Popeye's, Excedrin, Comshare, North American Phillips (Magnevox) and CBS Fox Video. Accounts that left: Atari, Polaroid Consumer Products, El Al Airlines and Parliament cigarettes.

17

William Esty Co. □ Broadcast and cable billings for the William Esty Co. increased by 3.2% over 1983 to \$318 million, with a large portion of that figure directed to television—\$224 million in network and \$79 million in spot. Total radio billings dropped from \$26 million to \$11 million. The agency's investment in cable television last year reached \$4 million. A major account added during the year was American Home Products (Boyle Midway division). Accounts that left in 1984 were Colgate-Palmolive, Warner-Lambert and Ecko Housewares Co.

7

Foote, Cone & Belding □ FCB enjoyed a banner year in 1984, swelling its broadcast-cable total by \$131 million to reach \$592 million. The upsurge was achieved through an increase in the broadcast percentage to 78% from 71% in 1983, the acquisition of new accounts, and additional assignments from old clients. During 1984, FCB added new accounts or assignments from Long John Silver Restaurants, Celestial Seasonings, First Interstate Bank of Arizona, Colgate-Palmolive, Block Drug, National Dairy Board and Carnation. Resigned during the year were Pizza Hut and Gatorade. FCB's sharp increase in billings resulted from a \$96-million addition in television, a gain of \$18 million in radio and a \$17-million investment in cable television. The agency's principal broadcast accounts during the year included Block Drug, Colgate, Corning Glass Works, Frito-Lay, Thomas J. Lipton, Adolph Coors Co., Kimberly-Clark, Kraft, Long John Silver, Pearle Vision Center, Sears, Roebuck & Co., Stokely Van Camp, Armour-Dial Inc., Clorox Co., Levi Strauss & Co., Carnation Co. and the California Milk Advisory Board.

49

Geers Gross Advertising □ A subsidiary of London-based Geers Gross Ltd., Geers Gross Advertising had combined broadcast-cable billings of \$51.5 million in 1984, enough to push it onto BROADCASTING's annual top 50 agency list. Total TV billings came to \$48 million, with 69% of that in spot and 31% in network. Total radio billings added up to \$2.5 million, with nearly all of

that in spot. It also billed \$1 million in cable TV. Among the new broadcast clients Geers Gross added in 1984 were G.H. Bass, Hebrew National, Lea & Perrins, Ultrasuede/Spring Industries and L'Oreal. Accounts it left included Gold Seal (Snowy Bleach), W&J Sloane and Fortunoff. Although the vast majority of Geers Gross' clients bought spot television, those who found their way onto network television in 1984 included Warner Cosmetics, Buxton Inc. consumer products and Lehn & Fink Cosmetics.

Biggest spenders

Total broadcast-cable billings

Young & Rubicam—\$1.35 billion

□

Total TV billings

Young & Rubicam—\$1.24 billion

□

Network TV billings

Young & Rubicam—\$917.4 million

□

Spot TV billings

J. Walter Thompson—\$330.7 million

□

Total radio billings

BBDO—\$95 million

□

Spot radio billings

BBDO—\$65 million

□

Cable TV billings

Young & Rubicam—\$38.2 million

□

Network radio billings

BBDO—\$30 million

9

Grey Advertising □ The agency's broadcast-cable spending swelled by about 14% to \$549.5 million as Grey added more than \$66 million in billings to its 1983 total. Television contributed an additional \$58.5 million and radio almost \$8 million. Cable billings vaulted by 40% to \$20.3 million. During 1984 Grey added General Mills Restaurant Group, Toys 'R' Us, Wallace, Osco Drugs/Jewel Companies and Grand Central Department Stores. Grey's extensive list of broadcast advertisers included AMC, Renault, Arby's, Block Drug, General Foods, Jeno's, RCA, Panasonic, Revlon, Timex, Union Underwear, Kayser Roth, Kenner, Procter & Gamble and Mennen. Among program sponsors were Block Drug, Borden, Canada Dry, General Foods, Kenner and Revlon.

27

HBM Creamer □ Broadcast-cable billings at this agency were flat last year, totaling \$171.4 million, technically a gain of 0.2% from last year's total of \$171.0 million. Total TV billings at the agency were \$153.6 million, while radio billings amounted to \$16.8 million. HBM did \$1 million in cable business. The agency reported that it neither gained nor lost any major accounts in 1984. Major clients include Stouffers, Sheraton Corp., Parker Bros., A&W Beverages, Alcoa Building Products, Northeast Oldsmobile Dealers and Stanley Works.

35

Jordan, Case & McGrath □ JC&M increased its combined broadcast-cable billings 21% over 1983 to \$121 million, with both spot TV and cable television showing big percentage gains. Total TV billings contributed \$102 million while radio accounted for \$12 million and cable TV \$7 million. Accounts added by the agency came from Revlon Health Care, A.H. Robins, Nestle U.S.A., Selchow & Richter, Tonka, Wheat Industry Council, Welch Foods and Norcliff Thayer. Richardson-Vicks and Long John Silvers were the two accounts that left.

32

Kenyon & Eckhardt □ Broadcast and cable billings at K&E were down 18.2% last year, dropping to \$133 million, compared to \$162.6 million in 1983. The agency's television billings last year totaled \$110 million while radio billings totaled \$20 million. K&E's cable business amounted to \$3 million. Accounts added last year included New York Telephone, Kawasaki, J.H. Filbert Inc. and Lorimar. Accounts that left included Colgate-Palmolive and Pet Inc.

36

Ketchum Communications Inc. □ Ketchum posted a 22% increase in combined broadcast-cable billings over 1983, with the biggest increase coming in network television. Total television investments were \$95 million, radio billings hit \$21.2 million and cable TV billings were \$100,000. Among the accounts resigned this year were Rockwell, Season-All, Csigon, Air Jamaica, Laventhol & Horwath, Northstar Computers and Valu-Rite Pharmacies. Accounts added included Hansen Foods Inc., Pacific Bell, Home-lite/Jacobson, Coleco Industries, Hanes (legwear), Certainteed and Katrin Systems.

43

Kornhauser & Calene □ K&C posted \$85.8 million in broadcast-cable billings last year, up 4.6% from 1983. Of that total, \$72.5 million came from television, \$12 million from radio and \$1.2 million from cable. White Hall Labs's Anacin III was one account added during the year. Other major K&C clients included Boyle Midway, American Home Foods, Church & Dwight, Purdue Frederick, National Westminster Bank and J.P. Stevens.

46

Laurence, Charles & Free □ New York-based Laurence, Charles & Free's total broadcast-cable billings rose 8.3% in 1984 to \$65 million. Total TV billings rose 7% to \$60 million, with network up 6% to \$33 million and spot up 8% to \$27 million. Cable TV contributed \$1 million. New accounts included S.C. Johnson (Rydelle Laboratories—Fiberall, Zact), Hearst Corp. (corporate), Uniden Corp. of America (communications equipment) and Drackett Co. (household cleaning products). It left Bristol-Myers (Ban).

29

The Marschalk Co. □ The agency almost doubled its network TV billings over 1983 to \$104.7 million, and increased its total broadcast billings 61.6% to \$162 million. Among major accounts added were North American Philips Home Interactive Systems, Sony Betamax, Comerica Bank, DEP Corp., San Francisco Marriott and Fudruckers Restaurants. The agency also received additional assignments from Del Monte, Gillette, Economics Laboratory and Bob Evans Farms Inc. Marschalk left the Smirnoff and Igloo Corp. accounts.

44

MCA Advertising □ Last year saw MCA Advertising increase its broadcast-cable billings 2.5% to \$80 million with television representing 93% of the total. Television billings advanced 4% to \$75 million, with network up 33% to \$40 million but spot down 17% to \$35 million. It billed \$3 million in cable TV. Major broadcast accounts added during the year included H.J. Heinz (Weight Watchers bread and ice cream), Chico-San Rice Cakes, Hanes Knitwear (Comfitables men's underwear), Monsanto (Wear-Dated Carpet Fibers), Meca (home computer software). MCA lost the Tropicana Orange Juice account (spot TV) in 1984.

45

McCaffrey & McCall □ M&M experienced a 2.8% drop in its total broadcast-cable billings in 1984 to \$69.5 million. Total television dropped 11% to \$69.5 million while network TV dropped 6.5% to \$56.1 million and spot TV slipped 19% to \$6.1 million. Cable TV expenditures rose, however, from \$1 million in 1983 to \$1.6 million in 1984. New clients included the National Coffee Association, a \$15-million television account. It left European American Bank.

10

McCann-Erickson □ The agency's broadcast-cable billings increased by \$71 million over 1983, including a gain of \$40 million in television, \$26 million in radio and \$5 million in cable for total broadcast-cable billings of \$509.1 million. McCann's growth was sparked by the addition of such accounts as Sony Audio Products (\$13 million), Heublein (\$15 million), Murjani (\$5 million), Renfield Importers (\$5 million) and Haagen-Dazs (\$1 million). Resigned during the year were U.S. Borax (\$6 million) and Brown-Forman (\$7 million). McCann's principal broadcast clients included Coca-Cola, AT&T, L'Oreal, Alka-Seltzer, Sony, Nescafe, Nabisco, Eastman Kodak, Buick, Heublein and Johnson & Johnson.

19

Needham, Harper & Steers Worldwide □ Combined broadcast-cable billings for Needham, Harper & Steers registered \$312.7 million—up 7.3% from 1983. Several of the agency's accounts use both television and radio heavily in their media mix. Television billings totaled \$280.2 million (\$213.0 million for network and \$67.2 million for spot) while radio ad expenditures reached \$31.5 million (\$15.4 million for network and \$16.1 million for spot). The agency also invested \$1 million in cable. Among the accounts picked up by Needham, Harper & Steers last year were: Carter-Wallace Inc.; Dorsey Laboratories; Sandoz Nutrition Corp.; Embassy Pictures; *Fortune* magazine; The Nashville Network; RCA; Shasta; Michelob Light; Manor Care, and Mrs. Paul's Kitchens. Accounts that left during the year were: Sav-on Drugs and Crocker National Bank.

5

Ogilvy & Mather □ Ogilvy grew by a hefty \$143.4 million in TV-radio-cable billings from 1983 levels to \$712.9 million. Radio increased by almost \$10 million and television the remain-

der. Ogilvy did not disclose its cable TV billings for last year, but reported in 1983 that cable expenditures amounted to \$6.5 million. Ogilvy said there were no major account acquisitions or account losses during the year. Contributing to Ogilvy's banner year were such broadcast accounts as General Foods, Mattel, American Express, Hershey, Sears, Roebuck & Co., Kimberly-Clark, Lever Bros., Avon Products, Campbell Soup, Menley & James, Polaroid and Trans World Airlines.

33

Ohlmeyer Advertising □ Ohlmeyer increased its radio-TV billings 30% last year for a total of \$126 million. TV accounted for the vast majority—\$125 million—with the rest contributed by radio. Three accounts were added in 1984: The Stroh Brewery Co., Times Mirror Magazines and the Nabisco corporate account.

38

Rosenfeld, Sirowitz & Lawson □ Estimated broadcast billings at RS&L grew by almost \$9 million during 1984. The agency allocates about 85% of its broadcast budget to spot television, 15% to network TV and 5% to radio. TV-radio spenders at RS&L during 1984 included Block Drug, Colibri (cigarette lighters, pens), Charles of the Ritz, Delta Faucet Co., 4C Foods, International Playtex, Luzianne Foods, McDonald's and Smith-Corona typewriters.

42

Ross Roy Inc. □ Detroit-based Ross Roy Inc. saw its total broadcast-cable billings in 1984 surge 70% to \$89 million, with its 1984 TV billings alone (\$72 million) higher than its total broadcast billings for the year before. Radio billings totaled \$16 million, up 25%, while cable billings hit \$1 million. On top of Ross Roy's existing clients (Coca-Cola Bottlers of Detroit, Detroit Edison Co., Florists Transworld Delivery, K-Mart, Michigan State Department of Commerce and Michigan Blue Cross/Blue Shield), the agency added nearly \$10 million in broadcast billings from Ameritech Publishing Inc., the five-state midwest edition of the Yellow Pages spun-off from the AT&T divestiture. Ross Roy also added Chrysler's marine, parts, Learning Institute and fleet and lease divisions. A major account it left was Coamerica Bank (former Detroit Bank & Trust).

15

Satchl & Satchl Compton □ The agency's broadcast-cable billings for 1984 climbed 5% to \$334 million, with most spent in television—\$250 million in network and \$59 million in spot. The remainder was spent in cable (\$16 million).

and network radio (\$9 million). Major accounts Compton added during the year included: The Krystal Co., Almay Cosmetics and Boehringer Ingelheim. Two accounts left: Austin Nichols and Coco Lopez, primarily print advertisers.

34

Scall, McCabe & Sloves □ SM&S more than doubled its network television billings over 1983 and registered a 44% in combined broadcast-cable billings for a total of \$123.2 million. Television contributed \$108 million, radio \$14 million and cable \$1.2 million. Among the accounts added during 1984 were Sharp Electronics, Marriott Corp., Izod Ltd., Ralston Purina and Duffy Mott. The agency left two accounts: Heublein and Mrs. Paul's.

13

SSC&B □ In an upward mode is SSC&B, which increased its 1984 broadcast-cable billings by 19% to \$349.3 million. Total television billings accounted for \$319.9 million—\$223.2 in network and \$96.7 in spot. The remaining \$29.4 million was spent on national spot radio (\$24.5 million), network radio (\$3.9 million) and cable television (\$1 million). New accounts obtained in 1984 included U.S. JVC Corp., Grizzly Canadian Lager and Tab. According to the agency, Amstel Light, a primary user of radio in 1983, extended its ad budget to television last year. SSC&B reported no account losses.

41

Tatham-Laird & Kudner □ Chicago-based TL&K saw its combined broadcast-cable billings jump 32% in 1984 to \$94.5 million. Television billings totaled \$80 million, with \$44 million in network and \$36 million in spot. Radio billings totaled \$10 million, up over six times what they were the year before. Cable billings accounted for \$4.5 million. Major broadcast accounts added during the year were Ragold Inc. (Velamints and Velamint gum products), Brown Group Inc. (footwear) and Universal Foods (Red Star Yeast, Stella Cheeses). Major broadcast accounts TL&K left in 1984 included the Louis Rich division of Oscar Mayer (turkey cold cuts).

2

J. Walter Thompson □ JWT broke the billion-dollar broadcast-cable advertising mark in 1984, joining front-running Young & Rubicam at that elevation. JWT retained a firm grip on second place in BROADCASTING's top 50 agency competition, registering \$1,093,000,000 in domestic TV-radio-cable billings. During 1984 the agency increased its broadcast-cable spending by \$97 million over 1983. New accounts gained during the year were Miller High Life, Showtime, Emery International, Baskin-Robbins, Kuppenheimer Factory Stores, The Weather Channel, Mexicana

Airlines and BellSouth Mobility Inc. Resigned in 1984 were Toys 'R' Us, Activision and Coors's Herman Joseph brand. JWT, a heavy spot TV user, romped away once again as the top agency in that category with more than \$330 million in expenditures. Thompson has a wide assortment of TV-radio spenders and active during 1984 were Eastman Kodak, Burger King, R.T. French, Quaker Oats, Sears, Roebuck & Co., Oscar Mayer & Co., Lever Bros., Miles Laboratories, Nabisco Brands, Scott Paper, Warner-Lambert, Ford Motor, Dart & Kraft and Jovan Inc. (floor cleaners).

25

Tracy-Locke/BBDO □ Broadcast-cable billings at this agency were up about 10% (\$16 million) to \$177.6 million. T-L/BBDO had television billings totaling \$139.2 million and radio billings of a little more than \$37 million. The agency billed \$1.1 million in cable advertising. Accounts added included United Banks of Colorado, La Quinta Motor Inns, Republic Health and Holsten Import Corp. No major accounts left, the agency reported.

48

Waring & LaRosa □ This New York agency increased its broadcast-cable billings 2.2% in 1984 to \$54.4 million. Total television billings came to \$47.8 million, with 78% of that in network and the balance in spot. Network television billings rose 5% to \$37.9 million, but spot fell 22% to \$10 million. Major broadcast clients added during the year included Cutex (Perfect Color lipstick), Fisher-Price Juvenile Products (playwear), Prince Manufacturing (tennis wear) and Prince Matchabelli (Azaza polishing pen) on top of existing clients like Chesebrough-Ponds (Ragu Foods) and Great Waters of France Inc. (Perrier—network and spot radio only).

47

Warwick Advertising Inc. □ New York-based Warwick Advertising experienced a 5% increase in its 1984 broadcast-cable billings to \$55.8 million, with 90% of that in television. Total

television billings increased 28% to \$50.2 million, with network up 87% to \$42.6 million, but spot down 53% from \$15.9 million in 1983 to \$7.6 million in 1984. On top of such existing network and spot television advertisers as Benjamin Moore & Co., Burlington Industries and Pfizer, Warwick added Sterling Drug (Resolve and Exact) for network, and U.S. Tobacco Co. (Skoal Long Cuts) for national and regional network. It left the Economics Laboratory Inc. (home cleaning products) account.

20

Wells, Rich, Greene □ Combined broadcast-cable billings for this agency were up 25% in 1984, to \$248.6 million, for a gain of about \$50 million. WRG's television billings totaled \$218.4 million and its radio billings amounted to \$23.2 million while cable billings totaled \$7 million. Among accounts added by the agency last year were MGM/UA, Liberty Mutual and Mobile Chemical. The agency did not report losing any major accounts in 1984.

1

Young & Rubicam □ For the seventh straight year, Y&R was the kingpin broadcast-cable advertising agency in the U.S. with billings of \$1,354,200,000, a gain of a whopping \$263.4 million over its 1983 figure. The growth was entirely in television and cable television, with the latter increasing from \$29.4 million to \$38.2 million in 1984. Radio dipped slightly from \$75.5 million in 1983 to \$75.4 million in 1984. Y&R's long list of broadcast advertising clients embraces American Home Products, Colgate-Palmolive, CIT Financial Services, Eastman Kodak, Frito-Lay, General Foods, Gillette Co., Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Kraft, Lincoln-Mercury division of Ford Motors, Thomas J. Lipton, Richardson-Vicks, Time Inc., Union Carbide, Uniroyal, Warner-Lambert, Del Monte, Pabst Brewing, Tupperware, Clorox and Peter Paul Cadbury Inc. New accounts obtained in 1984 included AT&T International, Colgate (Ajax Dishwashing Liquid), Advil, Breyers Ice Cream, NYNEX Business Information Systems, Tupperware, International Harvester, Pabst Light, Gallo Salame Division. Accounts lost were *USA Today* and Hallmark.

NATIONAL PSYCHOLOGY AWARDS FOR EXCELLENCE IN THE MEDIA

Entries are now being sought for the radio, television/news-documentary, and television/entertainment categories of the 29th annual National Psychology Awards for Excellence in the Media, sponsored by the American Psychological Association and American Psychological Foundation.

\$1,000 CASH AWARD AND TRIP TO APA CONVENTION IN LOS ANGELES IN EACH CATEGORY

Programs must have been aired between April 1, 1984 and the same date 1985. Deadline for receipt of entries is April 15, 1985.

For rules and entry form, contact: Public Information Office, American Psychological Association, 1200 Seventeenth St., NW, Washington, D.C. 20036, Telephone: 202-955-7710.

minute in the fourth quarter.

And at Lifetime, a spokesman said, the prime time format changes introduced Jan. 14 have already showed a "doubling" of ratings in that time period, according to overnight Nielsen meter results, and further new programming was introduced Jan. 28. □

Pediatrics group analyzes children's TV viewing habits

Task force sees adverse effects of TV on children's learning, behavior

Television can promote violence, obesity and indirectly encourage the use of drugs, alcohol and tobacco, according to a task force of the American Academy of Pediatrics. The five-member task force's 16-month review of literature and opinions from producers, directors and activist groups on children and television said that children in

the U.S., 2 to 12 years old, watch approximately 25 hours of television per week. "On an annual basis," the report said, "children spend more time in front of their television sets than they spend in school."

Television "can promote learning, create aspirations and induce prosocial behavior." However, the report said, "television advertising and programming can adversely affect learning and behavior of children and adolescents in a number of significant areas." Among the group's findings:

■ Learning from television is passive rather than active and detracts from time spent reading or using active learning skills.

■ Repeated exposure to television violence can promote a tendency toward violence and evoke a passive response to violence.

■ TV indirectly can encourage the use of drugs, alcohol and tobacco by conveying unrealistic messages, sometimes glamorizing or showing excessive use of them.

■ The "unrealistic and misleading" portrayal of sex roles and sexuality on television (where sexual relationships develop rapidly; the risk of pregnancy is rarely considered,

and adolescence is portrayed as a constant state of sexual crisis), may contribute to the risk of adolescent pregnancy, the study said. "Pornography on cable television is a particularly important concern," it said.

■ TV promotes ethnic and racial stereotypes and does little to promote "a sympathetic understanding" of the handicapped.

■ TV promotes an "unrealistic view" of problem solving or conflict resolution. Said task force member, S. Norman Sherry: "Life isn't made up of 30-minute segments."

■ TV viewing increases the prevalence of obesity by promoting the consumption of high-caloric, often sugary snack foods, as well as reducing the time a child spends playing active physical games, explained Sherry, a Boston physician.

He said the task force recommended that parents "know where their children are," and watch television programs with them, especially with small children. Additionally, the report encouraged interaction with network affiliates, independent television stations, and cable companies "to improve local programming and advertising directed at children." □

CBS wins a close one

Four-tenths of a rating point separated the three networks in a week where all three networks had equal shares of the audience and CBS squeaked past ABC by one-tenth of a rating point.

According to A.C. Nielsen's prime time national ratings for the week ended Jan. 27 (week 18 of the season), CBS achieved an 17.2 rating and 26 share, compared to a 17.1/26 for ABC and a 16.8/26 for NBC. It was the third consecutive week in which NBC came in third place in the standings.

ABC won Monday and Wednesday and tied for first with CBS on Saturday. CBS won Thursday, Friday, and Sunday; NBC won Tuesday. CBS had four of the top 10 shows, including top-ranked *Dallas*. ABC and NBC had three.

During the week there were premieres of two midseason replacements: *Otherworld* on CBS, Saturday, 8-9 (NYT), and *Sara* on NBC, Wednesday, 9:30-10. *Otherworld* pulled a 14.4/23, ranking 46th out of 64 programs, and *Sara* drew a 16.4/25, coming in 31st.

The combined network rating/share totaled 51.1/78, which was six-tenths of a rating point above, but one share point below the comparable week a year ago. HUT levels climbed to 65.4, up 2% from 63.9 for the comparable week last year. Continuing the reversal of a season-

long trend, HUT levels for the third consecutive week were above their levels of a year ago.

Despite a strong lead-in provided by *60 Minutes*, the first part of CBS's mini-series, *Robert Kennedy and His Times*, did not run away with the Sunday 8-11 period. *Kennedy* earned a 19.8/29, while a repeat of "For Your Eyes Only" pulled a 19.4/28 on ABC and the movie/pilot of NBC's *Code Name: Foxfire* drew a 20.4/29.

Other midseason replacements performed from moderately to poorly. The second episode of ABC's *MacGruder & Loud* fell 20% from its post-Super Bowl premiere the week earlier and averaged an 18.3/27 during its regular Tuesday 9-10 slot, and tied for 23d place. (But that was still considerably better than the below-20 shares averaged by *Glitter* and *Paper Dolls* in much of that time period this season).

ABC's *Streethawk*, on its fourth outing, averaged a 14.1/21 and ranked 48th, its lowest rating and rank yet. NBC's *Berenger's*, which was broadcast twice because of a special Sunday night episode, in addition to its regular Saturday showing, averaged a 12.6/21 and 9.5/17, ranking 48th and last, respectively.

CBS's midseason replacement, *Crazy Like a Fox*, was pre-empted for the *Kennedy* mini-series.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	28.1/39	23.	Remington Steele	NBC	18.4/31	48.	Miami Vice	NBC	14.6/23
2.	60 Minutes	CBS	26.0/38	24.	MacGruder & Loud	ABC	18.3/27	47.	Otherworld	CBS	14.4/23
3.	Dynasty	ABC	25.0/37	25.	TV Bloopers & Practical Jokes	NBC	18.3/28	46.	Streethawk	ABC	14.1/21
4.	A Team	NBC	24.9/36	26.	Facts of Life	NBC	18.2/27	49.	Matt Houston	ABC	14.0/22
5.	Bill Cosby Show	NBC	24.3/36	27.	Hill Street Blues	NBC	18.1/39	50.	Charles in Charge	CBS	13.9/21
6.	Simon & Simon	CBS	22.7/34	28.	Ball Guy	ABC	17.5/28	61.	Dukes of Hazzard	CBS	13.9/21
7.	Webster	ABC	22.4/34	29.	Night Court	NBC	17.2/28	52.	Punky Brewster	NBC	13.2/19
8.	Family Ties	NBC	22.2/32	30.	Diffrent Strokes	NBC	16.8/26	53.	E/R	CBS	13.0/19
9.	Hardcastle & McCormick	ABC	21.5/31	31.	Love Boat	ABC	16.5/28	54.	20/20	ABC	12.9/21
10.	Knock Landing	CBS	21.3/34	32.	Sara	NBC	16.4/25	55.	Berenger's	NBC	12.8/21
11.	Benson	ABC	20.8/32	33.	Altrwolf	CBS	16.3/28	56.	It's Your Move	NBC	12.6/20
12.	Scandal Sheet	ABC	20.5/32	34.	Three's A Crowd	ABC	16.1/23	57.	Ripley's Believe It or Not	ABC	12.6/18
13.	Magnum, P.I.	CBS	20.5/30	35.	St. Elsewhere	NBC	16.0/27	58.	Call to Glory	ABC	12.3/20
14.	Code Name: Foxfire	NBC	20.4/29	36.	Miss Teen U.S.A.	CBS	15.9/25	59.	V	NBC	11.6/18
15.	Hotel	ABC	20.2/34	37.	Cover-Up	CBS	15.7/27	60.	Silver Spoons	NBC	11.6/17
16.	Falcon Crest	CBS	20.0/32	38.	Who's the Boss?	ABC	15.7/22	61.	Saturday Night Fever	ABC	11.4/17
17.	Robert Kennedy & His Times, Part 1	CBS	19.8/29	39.	T.J. Hooker	ABC	15.5/24	62.	Jeffersons	CBS	11.2/16
18.	Highway to Heaven	NBC	19.5/29	40.	Wicked, Wicked Ways	CBS	15.5/23	63.	Alice	CBS	10.5/16
19.	For Your Eyes Only	ABC	19.4/28	41.	Bronco Billy	NBC	15.4/25	64.	First Affair	CBS	10.2/16
20.	Riptide	NBC	19.2/28	42.	Gimme A Break	NBC	15.4/24	65.	Berenger's	NBC	9.5/17
21.	Pro Bowl—Sunday 7-7:30 p.m.	ABC	18.7/29	43.	Double Trouble	NBC	15.4/24				
22.	Cheers	NBC	18.7/23	44.	Roulupe Elers & Blunders	ABC	14.9/28				
				45.	Finder of Lost Loves	ABC	14.6/25				

*Indicates premiere episode

other broadcast interests. Buyer is equally owned by Wayne A. Thomas and Thomas E. Loehr. Loehr has interest in cable systems in Greenville, S.C., and Jefferson County, Ohio. Thomas owns WETZ(AM)-WKGI-FM New Martinsville, W.Va. Filed Jan. 16.

■ **WDIA(AM)** Memphis (1070 kHz; 50 kw-D; 5 kw-N)—Seeks assignment of license from Beninda Inc. to Adams Radio of Tenn. for \$2.5 million cash. Seller is subsidiary of Broadcast Enterprises National Inc., Philadelphia-based station group of six AM's and two FM's principally owned by Ragan Henry. Buyer is Wyata, Miss.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. It also sold WKDJ(AM) Memphis to Viacom ("Changing Hands," Dec. 31, 1984). Filed Jan. 11.

■ **KYS-FM** Bryan, Tex. (104.9 mhz; 3 kw; HAAT: 246.19 ft.)—Seeks transfer of control of Scott & Davis Enterprises Inc. from Bob D. Bell (51% before; none after) to John C. Culpepper (23% before; 51% after) and Barry Turner (23% before; 46% after). Station is not yet on air. Seller is former manager of KTAM(AM)-KORA-FM Bryan, and is now broadcast consultant with no other broadcast interests. He will remain as president of seller. Buyers own five AM's and two FM's. Culpepper's son, John, owns WTBB-FM Bonifay, Fla., and KYS-FM Boise, Idaho. Filed Jan. 8.

■ **WSVS-AM-FM** Crewe, Va. (AM: 800 kHz; 5 kw-D; FM: 104.7 mhz; 100 kw; HAAT: 404 ft.)—Seeks transfer of control of Southern Virginia Broadcasting Corp. from stockholders to Eltek Seymour for \$1,373,000 cash, plus \$40,000 noncompete agreement. Seller is principally owned by Thelbert Silverman; his wife, Mary Ann, and eight others who have no other broadcast interests. Buyer also owns WETT(AM)-WWTR(FM) Bethany Beach, Md. Filed Jan. 14.

■ **WELD(AM)** Fisher, W.Va. (690 kHz; 500 w-D)—Seeks assignment of license from South Branch Broadcasting Corp. to South Branch Communications for \$250,000 cash. Seller is principally owned by John P. Lewis and family. It also owns WFVA-AM-FM Fredericksburg and WEC-AM-FM Winchester, both Virginia, and WHYL-AM-FM Carlisle, Pa. Buyer is owned by Willard Earle (50%), C. Delmas Thorne (25%) and his sons, Carl (15%) and Randy (10%). Earle has been announcer with station for 25 years. Thorne, Earle's father-in-law, is farmer and real estate developer, who also owns Petersburg, W.Va., bowling alley. They have no other broadcast interests. Filed Jan. 28.

■ **WRPX(AM)** Hudson, Wis. (740 kHz; 500 w-D)—Seeks transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall (11% before; none after); Louis M. Cornwall (11% before; none after); William C. Cornwall (29% before; 19.75% after), and Stewart G. Dahl (20% before; none after) to John E. Bloomquist Inc. for assumption of liabilities. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 15.

Actions

■ **KJON(FM)** Booneville, Ark. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of Booneville Broadcasting Co. from Joni C. Massey and her husband, Charles, for \$300,000, comprising \$225,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is owned by Charles Martin (51%) and his wife, Denise (49%). They have no other broadcast interests. Martin was formerly operations manager with KARN(AM) Little Rock, Ark. Action Jan. 9.

■ ***KJOL(FM)** Grand Junction, Colo. (90.3 mhz; 2 kw; HAAT: minus 441 ft.)—Granted assignment of license from Columbus Evangelical Free Church to Western Bible Institute for \$24,000. Seller is nonprofit corporation with no other broadcast interests. Buyer is nonprofit corporation headed by J. Raymond Cheyney, chairman. It also owns KWBI-FM Morrison, Colo., and is app. for 12 LPTV's. Action Jan. 11.

■ **KPLS(AM)** Santa Rosa, Calif. (1150 kHz; 5 kw)—Granted assignment of license from Radio 1150 Inc. to Cardinal Communications for \$1.4 million, comprising \$300,000 cash and remainder note. Seller is principally owned by F. Robert Fenton. It also owns KMYC(AM)-KRFD(FM) Marysville, KCEY(AM)-KMIX(FM) Turlock, both California, and KHSN(AM) Coos Bay, Ore. Buyer is owned by John Payne (40%), Tim Myers (20%), Bill Daisa (20%) and Thomas N. Williams (20%). Payne is Asherton, Calif., real estate investor. Myers is vice president with Radio Advertising Bureau. Daisa is sales manager at KOTI-AM-FM San Francisco. Action Jan. 11.

■ **WJXR(FM)** MacClenny, Fla. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from North Florida Broadcasters to Gregory G. Perich for \$335,000, comprising \$40,000 cash and remainder note. Seller is principally owned by John Locke. It has no other broadcast interests. Buyer is account executive with WEEP(AM) Pittsburgh. He has no other broadcast interests. Action Jan. 15.

■ **WKIQ(AM)** Inverness, Fla. (1560 kHz; 5 kw-D)—Granted assignment of license from WKIQ Inc. to Comco

Inc. of Florida for \$475,000, comprising \$316,000 cash and assumption of \$159,000 note. Seller is owned by Robert D. Stoeck, who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%), and 24 others, largely comprising investors who sold WSTV Orlando to SFN Communications. It also owns WAMR(AM)-WRAV(FM) Venice, Fla. Action Jan. 11.

■ **WBTV(FM)** Homerville, Ga. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Southern Broadcasting and Investment Co. Inc. to Golden Bear Communications Inc. for \$162,000, comprising \$5,000 cash and \$157,000 note, including \$1,000 noncompete. Seller is owned by Berrien Suttin, who has no other broadcast interests. Buyer is wholly owned by Dennis B. Workman, president. It also owns KPPL(AM) Denver. It is app. for new FM at Juneau, Alaska, and is buying KSHR-AM-FM Coquille, Ore., subject to FCC approval. Action Jan. 11.

■ **WCOP(AM)** Warner Robins, Ga. (1350 kHz, 5 kw-D)—Granted assignment of license from Alex Allen Carville to Michelle Anne Callahan for \$190,000 plus assumption of debt. Seller bought station Dec. 27, 1983, for \$275,000. He sold WPID(AM) Piedmont, Ala., on June 16, and has no other broadcast interests. Buyer formerly owned 49% of station prior to sale to seller ("For the Record," Nov. 28). Action Jan. 17.

■ **WLDS(AM)** WEAI(FM) Jacksonville, Ill. (AM: 1180 kHz; 1 kw-D; FM: 100.5 mhz; 10 kw; HAAT: 330 ft.)—Granted assignment of license from Jacksonville Radio and Television Corp. to Joyner Broadcasting of Ill. Inc. for \$1.5 million, comprising \$1 million cash, \$380,000 note and \$120,000 noncompete agreement. Seller is principally owned by William L. Fay, president. It has no other broadcast interests. Buyer is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). Action Jan. 11.

■ **KMAR-AM-FM** Winstboro, La. (AM: 1570 kHz; 1 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 170 ft.)—Granted transfer of control of Floyd County Broadcasting Co. from Edward O. Fritts (85% before; none after) of Franklin Parish Broadcasting Inc. to Bob Henry Soderquist (15% before; 100% after) for \$375,000 comprising \$250,000 cash and remainder in note. Seller is president of National Association of Broadcasters and now has no other broadcast interests. Buyer is stations' general manager and has no other broadcast interests. Action Jan. 17.

■ **WMAR-FM** Baltimore; **WJZZ(AM)** Newport News, **WNVZ(FM)** Norfolk, both Virginia, and **WCRJ-AM-FM** Jacksonville, Fla., and **WCFL(FM)** Daytona Beach, both Florida. (WMAR-FM: 106.5 mhz; 29 kw; HAAT: 620 ft.; WJZZ: 1270 kHz; 1 kw-U; WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WCRJ: 1530 kHz; 50 kw-D; WCRJ-FM: 107.3 mhz; 100 kw; HAAT: 350 ft.; WCFL: 101.9 mhz; 100

kw; HAAT: 581 ft.)—Granted assignment of license from Abell Communications Corp. to S&P Communications Corp. for \$17 million, comprising \$15 million cash and remainder note. Purchase price for WMAR-FM was \$4.5 million; WCFL-FM: \$5 million; WCRJ-AM-FM: \$4 million, and WJZZ(AM)-WNVZ(FM): \$3.5 million. Seller is station group subsidiary of The A.S. Abell Co., Baltimore-based publisher of *The Baltimore Sun* and *Country Magazine*. It will retain WMAR-TV Baltimore. Buyer is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%). Seymour is former president and CEO and Frankel is former president, radio division, of Abell Communications Corp. It has also purchased WLFL-TV Raleigh, N.C. (see below and BROADCASTING, Sept. 24, 1984). Action Jan. 14.

■ **KLYC(AM)** Laurel, Mont. (1490 kHz; 1 kw-D; 250 w-N)—Granted assignment of license from Sunstar Communications Group to Montana Sports Broadcasting Inc. for \$65,000, comprising \$2,500 cash and remainder note. Seller is owned by Derek A. Preece, Fred Rockwood and Lonnie Smith. It has no other broadcast interests. Buyer is equally owned by Stephen J. Petz and Bill E. Stallard. Stallard owns KATQ-AM-FM Plentywood, Mont. His wife, Cheryl, is app. for new FM in Wamego, Kan. Petz is sales manager and sports director at KNDC(AM) Hettlinger, N.D. Action Jan. 8.

■ **WRAN(AM)** Dover, N.J.; **WJTB(FM)** Hyde Park, and **WALL(AM)**-**WKGL(FM)** Middletown, both New York (WRAN: 1510 kHz; 10 kw-D; 500 w-N; WJTB: 97.7 mhz; 3 kw; HAAT: 299 ft.; WALL: 1340 kHz; 1 kw-D; 250 w-N; WKGL: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Sillerman Morrow Broadcasting Group to Bell Broadcasting Co. for \$10,300,000 cash. Seller is Middletown, N.Y.-based station group of four AM's and four FM's owned by Robert F.X. Sillerman and Bruce Morrow. Buyer is newly formed company owned by Richard C. Bell, executive vice president and CEO of Sillerman Morrow. Action Jan. 11.

■ **WCRV(AM)** Washington, N.J. (1580 kHz; 1 kw-D)—Granted assignment of license from Alpha Broadcasting Corp. to Star Broadcasting Inc. for \$650,000, comprising \$400,000 cash and remainder note. Seller is owned by George Vajda, who has no other broadcast interests. Buyer is owned by Sandra M. Shinfeld, who has app.'s for 10 LPTV's and one FM in Atlantic City. Action Jan. 9.

■ **WAVI(AM)**-**WDAO(FM)** Dayton, Ohio (AM: 1210 kHz; 1 kw-D; FM: 107.7 mhz; 50 kw; HAAT: 420 ft.)—Granted assignment of license from WAVI Broadcasting Corp. to Stoner Broadcasting System for \$4 million, comprising \$1,250,000 cash, \$2,250,000 note and \$500,000 noncompete agreement. Seller is owned by H.K. (Bud) Crowl, who has no other broadcast interests. Buyer is Des Moines, Iowa-based station group of five AM's and seven FM's owned by Tom Storer, chairman; Glenn Bell, and Avis Eckel. Action Jan. 9.

■ **WYXI(AM)** Athens, Tenn. (1390 kHz; 2.5 kw-U)—Granted assignment of license from Rep Broadcasting Inc. to 3 J's Broadcasting Co. for no consideration. Seller is owned by W.L. Gerdes, who has no other broadcast interests. Buyer is owned by Julia N. Frew (40%); her husband, John (40%), and their daughter, Julie (20%). They sold station to seller in 1979 and are reacquiring after default on loan. Julia and Julie Frew also own WYXE(AM) Cartersville, Ga. Action Jan. 8.

New Stations

Applications

AM's

■ **Coleman, Fla.**—Sumter County Broadcasting seeks 1320 kHz; 500 w-D. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is owned by Loretta B. Pennington. Her husband, William J. Pennington, owns KEZP(AM) Canadian, KCFL(FM) Hebronville and KQMG(FM) Carrizo Springs, all Texas. Her father, Phillip E. Backus, and sister, Debra B. Carter, are, respectively, 50% owner and 50% owner and station manager of WDXR(AM) Mount Pleasant, S.C. Filed Jan. 24.

■ **Kerrville, Tex.**—Virginia Cisneros seeks 1290 kHz; 1 kw-D. Address: Box 1746, 78029. Principal has no other broadcast interests. Filed Jan. 24.

■ **Silverdale, Wash.**—Silverdale Radio Ltd. seeks 1400 kHz, 1 kw-U. Address: 1011 Western Ave. #902, Seattle, Wash. 98104. Principal is owned by general partnership, equally owned by Peter L. Buck; his father, George, and Julie A. Brandsness. George Buck owns KONP(AM) Port Angeles, Wash. Filed Jan. 22.

■ **Nekoosa, Wis.**—Nekoosa Broadcasting Co. seeks 1590 kHz, 500 w-D. Address: R.R. 2, Luxemburg, Wis. 54217.

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,718	418	4,136
Educational FM	1,172	173	1,345
Total Radio	9,644	761	10,405
FM translators	786	444	1,230
Commercial VHF TV	539	26	565
Commercial UHF TV	385	252	637
Educational VHF TV	114	2	116
Educational UHF TV	178	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	318	206	522
VHF translators	2,889	186	3,065
UHF translators	1,921	296	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV audiotape	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,598	53	12,651
Aural STL & Interplay rel.	2,596	166	3,002

* Includes off-air license